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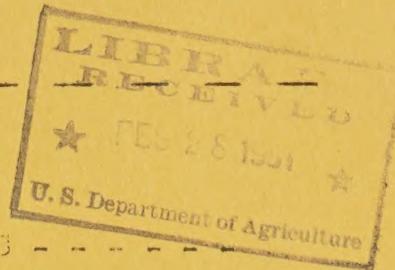
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FLOWERS OF HAWAII, LTD.

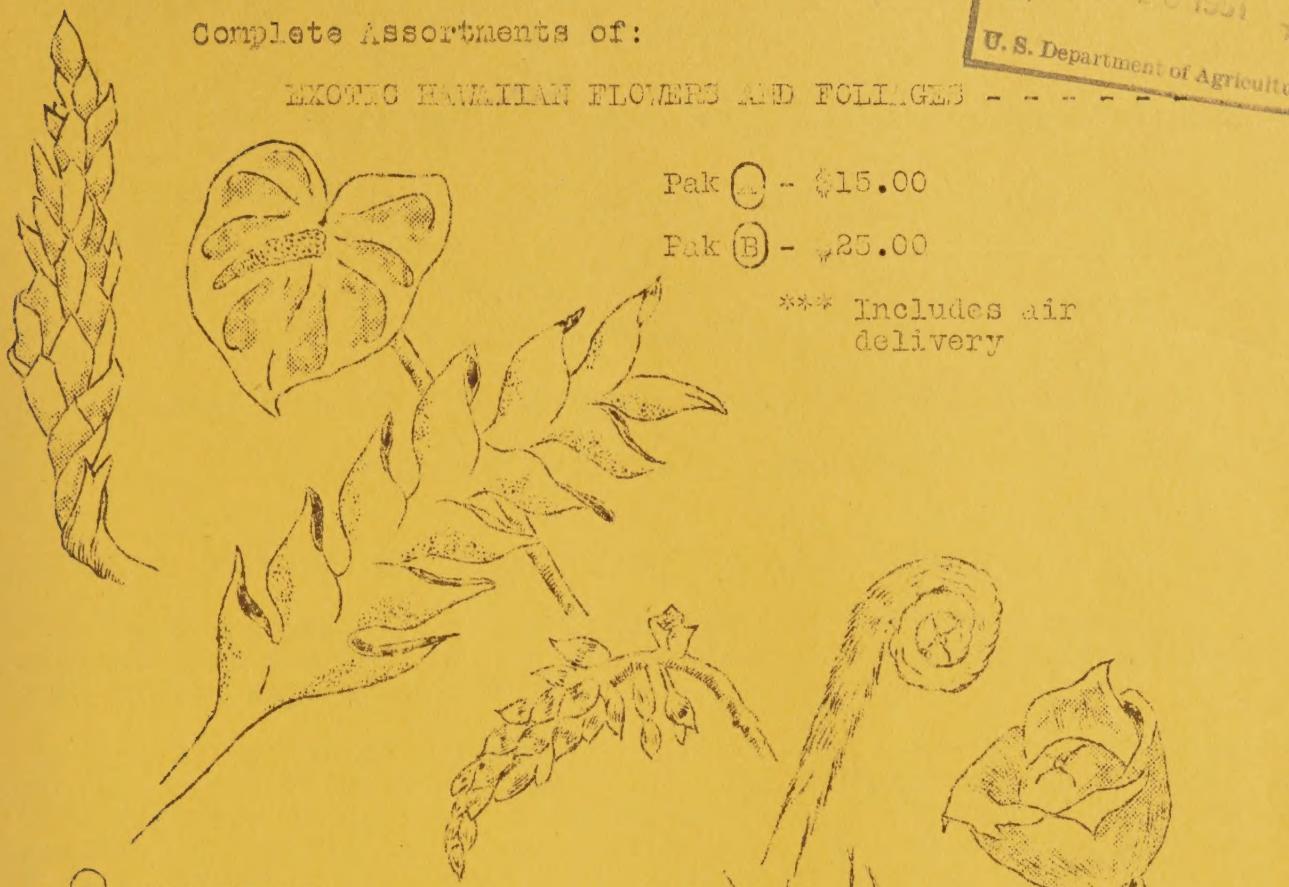
SALES OFFICE: 2016 WILSHIRE BLVD., LOS ANGELES 5, CALIFORNIA

SPECIAL OFFER - - -

Complete Assortments of:



EXOTIC HAWAIIAN FLOWERS AND FOLIAGES - - -



(A) \$15.00 PAK
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includes

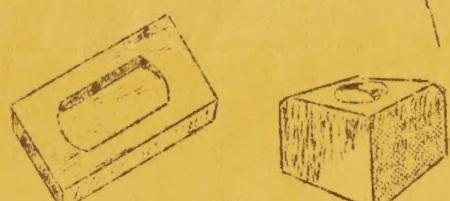
*ANTHURIUM	*GREEN TI LEAVES
*HELICONIA	*RED TI LEAVES
*RED GINGER	*VARIEGATED TI LEAVES
*TORCH GINGER	*PICTI
*SHELL GINGER	*VIVID COLORED CROTONS
*FERN CURL	*HAWAIIAN LYCOTODIUM

(B) \$25.00 PAK
VIA AIR PREPAID
INCLUDES ALL THE ABOVE
PLUS the following novelties:

- *COCONUT HAT
- *ORCHID JEWEL
- *COCONUT BIRDS
- *FLINWOOD CUBE PLANTER
- *FLINWOOD TOTEM POLE
- *WOODROSES
- *4 STYLES OF VANDA ORCHIDS

***These are truly a fine mixture of Hawaiian beauty that blends with any atmosphere

Below is a convenient order blank:



GENTLEMEN: Please ship the following VIA AIR PREPAID

- \$15.00 HAWAIIAN FLOWER AND FOLIAGE PAK
- \$25.00 HAWAIIAN FLOWER AND FOLIAGE AND NOVELTIES PAK
- \$2.00 HAWAIIAN FLOWER ARRANGEMENT BOOK COMPLETELY ILLUSTRATED

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The Royal Pine

FLOWERS OF HAWAII

2016 Wilshire Boulevard . Los Angeles 5th California . DU 8-5106

COMMENTARY ON

UNUSUAL EFFECTS WITH EXOTIC TROPICAL FOLIAGES OF HAWAII for sensational floral arrangements

DIAGRAM A: Partial splitting of half the leaf:

This very unusual effect is accomplished by splitting the leaf beginning at the central rib and continuing out to within one-half inch of the edge of the leaf.

The splitting can be varied from 3/8 to 3/4", depending on the size of the leaf and the effect desired. The narrower the splitting, the more flexible and sharper the curve. Great care must be taken to be certain the splitting is not continued to the outer edge as this spoils the whole effect of this particular design.

DIAGRAM B: Splitting both halves of a Green Satin, Red, or Variegated Ti Leaf:

The process is the same as Diagram A except splitting is continued on both sides. The double effect here gives greater depth to an arrangement and adds more interesting lines to the design.

DIAGRAM C, D, & E:

These are samples of what can be accomplished in unique designs in foliages. The Ti Leaves being a heavy fibre makeup are, therefore, able to be cut in the designs as shown and still retain their beauty for a long period of time, especially, when the stems are placed in water.

These cutouts are easily made by using scissors. They should add an interesting note that will be unique in floral arrangements.

DIAGRAM F:

Illustrates the Ti Leaves being folded in succession with a full-sized leaf as a background. This is an especially clever arrangement when used as an upright focal point in an arrangement or when laid horizontally gives an interesting off-angle effect.

It may be noted here that small flowers such as roses could be inserted in the center of each folded leaf to add to the clever lines of a particular floral setting.

DIAGRAM G: Full splitting of Green Satin, Red, Variegated Ti Leaves:

The full splitting of the Ti Leaves is first accomplished by cutting the center rib with a pair of scissors every $1\frac{1}{2}$ inches to 2 inches beginning at the bottom and continuing the full length of the leaf.

- 2 -

These sections are then torn away from the other portions being certain that the equal amounts of leaf fibres are removed from either side of the ribs.

DIAGRAM H:

The main purpose for this effect is to create a dainty low effect. Simply take the sections and cluster the ends together and wrap them with wire. Then taping the whole cluster if necessary for particular arrangements - such as wedding bouquets, corsages, etc.

This method of splitting the leaves enables one to create a light, airy effect when using foliage. Particularly sensational when Variegated Ti Leaf is sectioned, as the deeper variegated outer edges are emphasized many times by the splinter leaf effect.

DIAGRAM I: Shows a Ti Leaf Curl:

This is created by curling the leaf and fastening it with a hand stapling machine in at least two places. It must be remembered that the staple must join at the center ribs in order to hold this curvature and is very beneficial in creating off-center rounded lines.

DIAGRAM J: Shows the Croton Leaf in a single curl which is made by curling the leaf and stapling it at the rib section.

Leaves that are particularly brittle will have to be softened by pulling them round your finger in order to make a smooth, even curl.

The Croton Curls are particularly attractive in smaller arrangements or where vivid colors are required in larger arrangements.

DIAGRAM K: Shows Croton Leaf in a double curl:

This is created by first making a single curl as in Diagram J and then curling it again and restapling as before.

Again, it must be remembered that if the leaf is brittle, the ribs will have to be softened by pulling it round your finger to pre-shape the curl.

DIAGRAM L: Illustrates a Colonial Bouquet with a folded Ti Leaf Shield.

The shield is made by merely folding the Ti Leaf so that the tip end can be wired to the base of the leaf. The fold is usually made so that the face of the leaf is the outside of the leaf. The Ti Leaf Colonial effect is highly recommended for wedding and presentation bouquets since there are many color variegation to the leaves that enhance the beauty of the flowers.

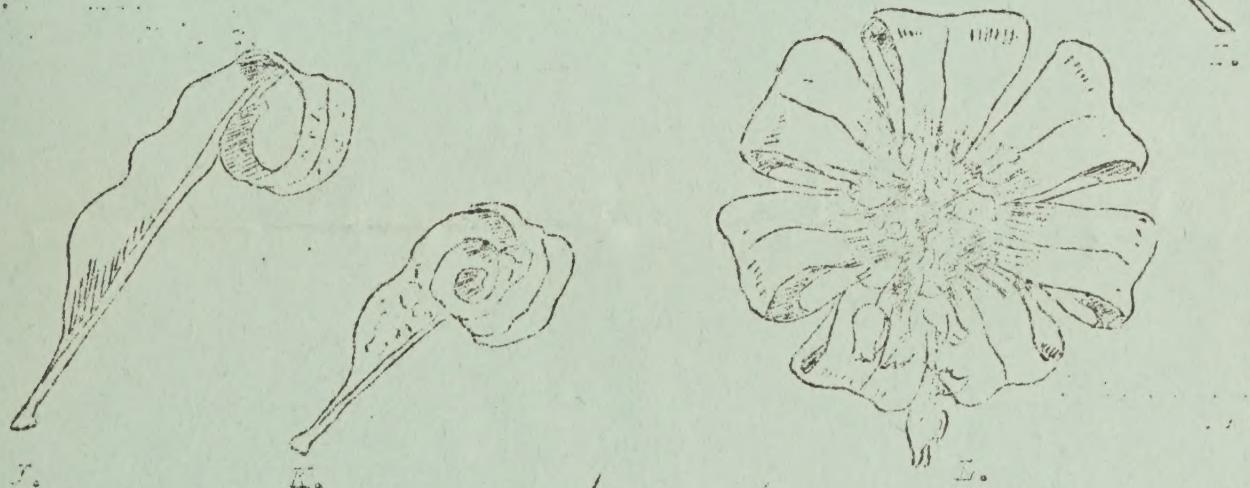
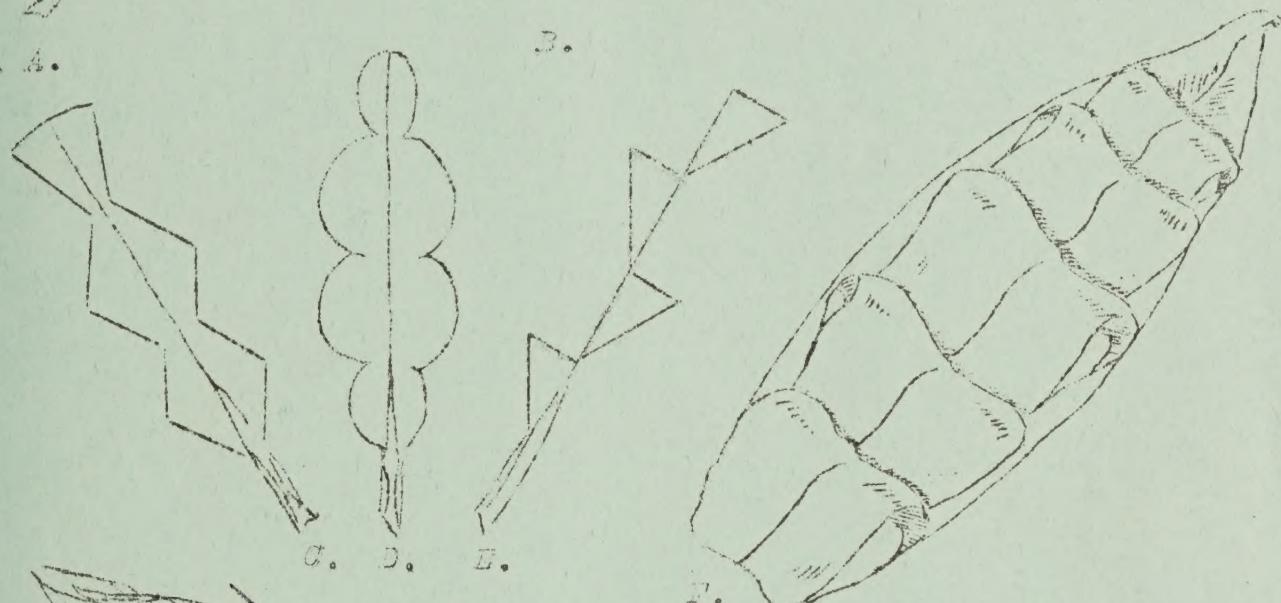
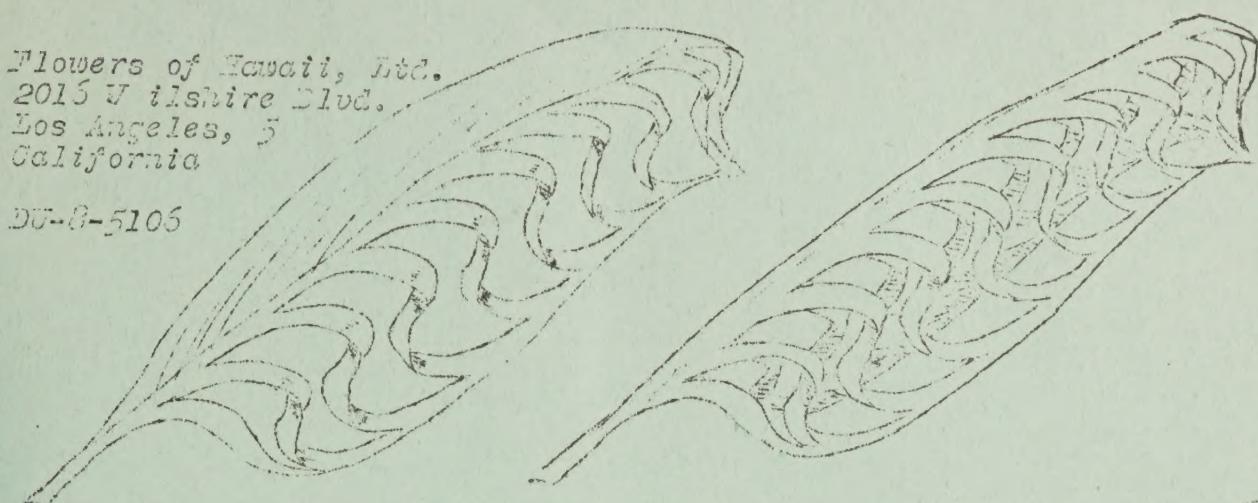
DIAGRAM M:

This shows the Green Satin, Red, or Variegated Ti Leaf that has first been split at the top half in segments of 3/8" or 3/4" depending on the desired effect. The Ti Leaf segments are then tied with its opposite counterpart in an overhand knot. This procedure is continued until all segments are tied. The lengths of the ends can be varied merely by pulling the knot tighter at the base of the leaf. Large segments can be tied together to portray whatever effect is wanted. The Ti leaf in this manner can be effectively used in a fan-shaped background or for off-angle horizontal effect.

UNUSUAL EFFECTS WITH EXOTIC TROPICAL FOLIAGES OF HAWAII
for sensational floral arrangements

Flowers of Hawaii, Ltd.
2015 Wilshire Blvd.
Los Angeles, 5
California

DU-B-5105



QUEEN - KAHOLA - HAWAIIAN

WOODROSES

....THEIR RICH NATURAL TAN-Y-TONED PETALS ARE PERFECTLY FORMED....LOOK AND FEEL LIKE A FINE WOOD CARVING, RUBBED TO AN EXQUISITE SATIN-SMOOTH FINISH....THESE LOVELY EVER-LASTING SPECIMENS ARE FULLY ENDOWED WITH ALL THE TERRIFIC ROMANCE OF THE ISLANDS.....



INTRODUCE these charming mystic wonders to your customers...they want them!

....FEATURE the Woodroses in a sensational window display...they really are the answer to beautiful windows that SELL during HOT weather. No maintenance...No losses...No replacements.

....DISPLAY them in many fashions. With fresh flowers in bowls, funeral work...wedding bouquets...in dried arrangements or just as gifts by themselves.

....INFORM your customers via statement inserts...direct mail pieces...and newspaper ads.

....BE FIRST to SELL Woodroses in your city for their unusual exotic touch.

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Please ship our order as noted to:

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CITY _____ STATE _____

Enclosed is my

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GEH/jv 7/22/50

 Charge my Acct.

CODE NO.	DESCRIPTION	PRICE	UNIT	QUA.
QCN	Natural Stems	\$1.75	dz.	
QAW	Stems wired & taped	2.00	dz.	
QRB	Gift-boxed	2.25	dz.	
QKG	Garlands (4 roses per ft.)	.75	ft.	
	PRICES FCB WEST COAST			

The Royal Line

FLOWERS OF HAWAII

2016 WILSHIRE BOULEVARD • LOS ANGELES 5 • CALIFORNIA • DU 2-5166

HAWAII'S MAUNA LOA

ORCHID LEIS

HAWAII'S TRADITIONAL EXPRESSION OF LOVE AND FRIENDSHIP

NATIVES USE OVER 300 ORCHIDS

TO MAKE THESE VIVID, LUSH,

ROMANTIC HAND-MADE LEIS... FLOWN FRESH FROM HAWAII

SO BEAUTIFUL!

SO MUCH VALUE!

YOU WON'T BELIEVE YOUR EYES!

THEY LAST SO LONG TOO!!

THEY'LL BE THE HIT OF ANY PARTY
OR FUNCTION.

PROMOTE
the sale of these
customer-pleasing
ORCHID LEIS
and gain fame for
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Flower Shop.

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CODE NO.	QUANTITY	PRICE	ORDER
PAML 1	1 to 5	\$ 3.50 ea.	
PAIL 2	6 to 10	3.00 ea.	
PAML 3	11 to 20	2.50 ea.	
PAIL 4	Over 20	2.25 ea.	

NOTE: Allow 10 days for delivery as these
are sent direct from Hawaii.

ALL prices FOB WEST COAST. Therefore, slightly higher at your wholesalers.

FLOWERS OF HAWAII, LTD. 2016 WILCOTT RD. BLVD. LOS ANGELES, 5, CALIF.

HAWAIIAN TI-PALMS for DECORATIONS

LUSH! FRESH-FOLIAGE PALMS

So natural looking you're certain they
are growing...

QUICK and

EASY to

ASSEMBLE on

THE spot.

Merely insert
the steel-picked
Ti leaves into the
Mossed cluster.

MIGANTIC PALM TREES
with trunks up to 12'
high can be constructed
in a few minutes. No
fuss.....No fuss

USE the TI LEAVES OVER AND OVER by
repacking in case, moistening, and
replacing them in 40 degree refrigerator
immediately after the function.

HIGHLY PROFITABLE

CUSTOMER SATISFACTION ASSURED!!

ORDER DIRECT OR THRU YOUR WHOLESALER.

LIGHT WEIGHT!

EXTRA STRONG!

INDESTRUCTIBLE!

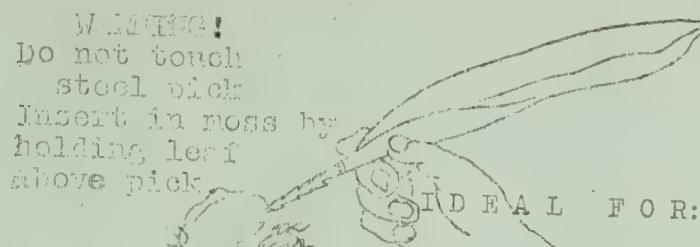
Ti Palm with Mossed Head						
Code No.	Units	Sht	1-4'	Med 4-6'	Long	Over 6'
HTM 1	1 - 3		2.50		3.00	3.50 ea
HTM 2	4 - 6		2.25		2.75	3.25 ea
HTM 3	7 - 12		2.00		2.50	3.00 ea
HTM 4	Over 12		1.75		2.25	2.75 ea

Ti Palm with UNMossed Head						
HTU 1	1 - 3		1.50		2.00	2.50 ea
HTU 2	4 - 6		1.25		1.75	2.25 ea
HTU 3	7 - 12		1.00		1.50	2.00 ea
HTU 4	Over 12		.75		1.25	1.75 ea

HAWAIIAN TI LEAVES

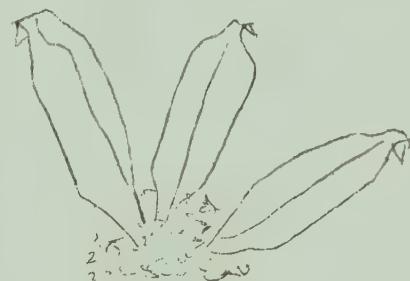
Kind	FLAT TI LEAVES	Double Steel-pickled Full-size Leaf	Steel-pickled & Stripped One-half Size Leaf
Green Satin Ti Variegated and/or Red Ti	3½¢ per leaf. 5¢ per leaf	4¢ per leaf 5½¢ per leaf	2½¢ per each $\frac{1}{2}$ leaf

D	Display Base for Setting Up Ti Palms, complete (1 to a ctn.)	6.50 ea
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IDEAL FOR:

WEDDINGS • BALLROOMS • PARTIES •
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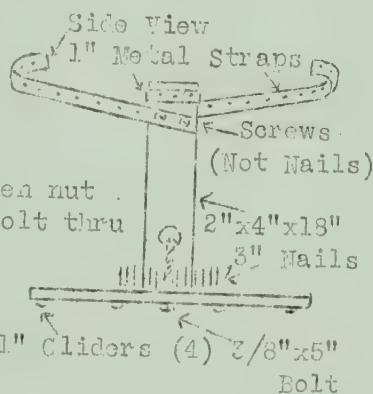
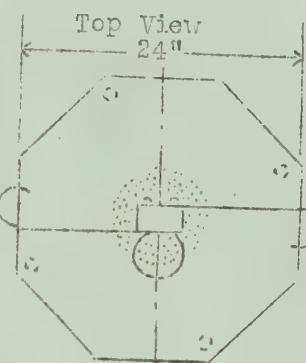
CUTTER!

SPRUE!

HANDY!

DIGITAL READ

READY...EASY
to use. Make them yourself OR
ready made....



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FLOWERS OF HAWAII, LTD.

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Los Angeles 5, Calif.

KING KOKO HAWAIIAN FERNWOOD TOTEM POLES

....FROM THE RICH, BEAUTIFUL, BROWN-HUED CLOSELY-KNIT NATURAL ROOT-FIBRES OF THE GIANT TREE FERNS (CIBOTIUM CHAMISNOIDES)....NATIVE TO THE BIG ISLAND OF HAWAII.... COMES THE KING KOKO FERNWOOD TOTEM POLES. THESE MAJESTIC CENTURIES OLD FERNS OFTEN REACH A HEIGHT OF FORTY-FEET AND A GIRTH OF OVER SIXTEEN-FEET. THE HUGE FERN FRONDS THEMSELVES ATTAIN A GRACEFUL LENGTH OF TWENTY-FIVE AND FIVE-FEET ACROSS.....

YOU'LL WANT THEM BECAUSE:

LUXURIOUS GROWTH & LONG-LIFE
are assured as roots thrive
among Fernwood Fibre.

*

ENHANCES
the beauty and style of
the lush growing foliage.

*

CONVENIENT
and a pleasure to use.

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BRINGS ROMANCE
of the Isles and Fernwood
is an interesting conversa-
tional addition to Tropical
foliage plants.

*

SAVES MONEY
as no labor is necessary.
Fernwood Totem Poles are
ready on arrival....The
prices are right.

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HIGHLY ABSORBENT
saturates easily, holds
over 16 times its own
weight in water.

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SUPERB
moisture regulator. The
saturated root fibres
release moisture as needed
since ventilation is avail-
able in Fernwood.

*

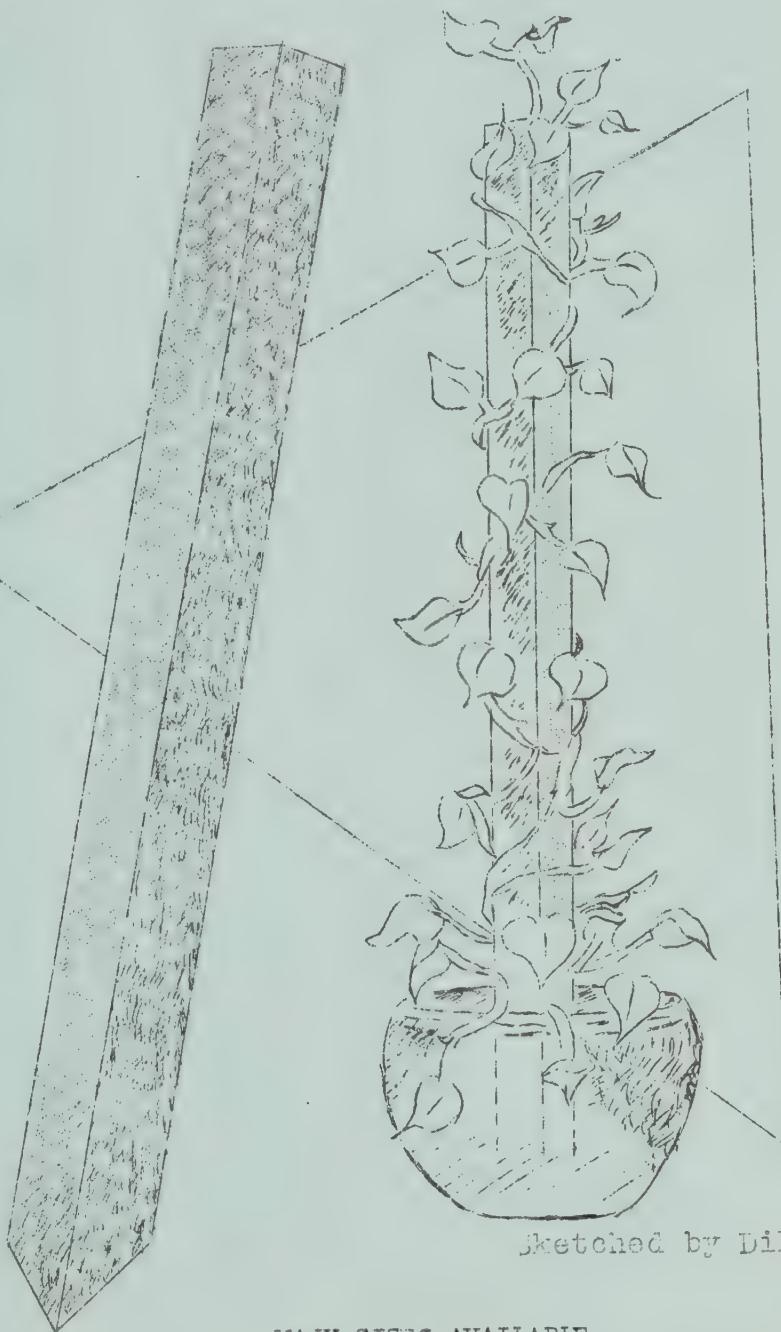
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CITY _____ STATE _____

Enclosed is my Check
M. O.
Chg my acct



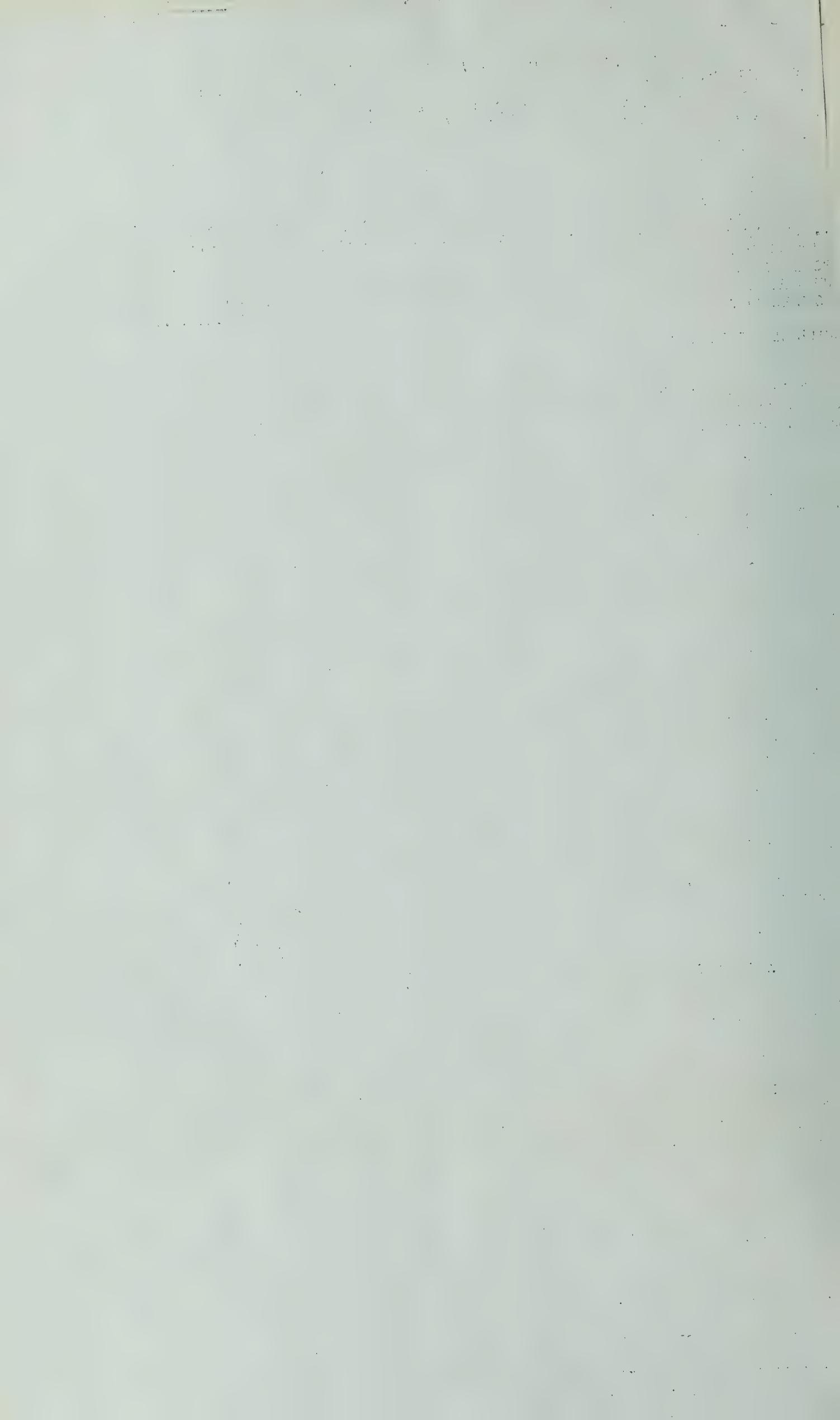
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WHOLESALE FLORIST

Size	Unit Price	Price Per Carton
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1 1/2 x 1 1/2 x 18"	.10	6.40 (64 in ctn)
2 x 2 x 18"	.18	6.48 (36 in ctn)
2 x 2 x 24"	.20	7.20 (36 in ctn)
2 x 2 x 36"	.30	7.50 (25 in ctn)
3 x 3 x 36"	.75	6.75 (9 in ctn)
3 x 3 x 48"	.95	3.55 (9 in ctn)
4 x 4 x 48"	2.15	8.60 (4 in ctn)
4 x 4 x 60"	2.65	10.60 (4 in ctn)

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HILO, HAWAII

Sales Office: 2016 Wilshire Blvd., Los Angeles 5, California

Princess Aloha Arthuriuum



The "Jewel Flower" of Hawaii. Carven - lacquered, heart shaped petals with the sheen of patent leather, ranging from 2" in diameter for the miniature size to 12" for the specimen size. Stems range to 40". Retain color and freshness longer than any other flower - known to retain beauty as long as 2 months, while a month is average.

Sizes: Prices: (according to season & location)

Specimen ----	\$14.00 - 17.50	dozen
Large -----	10.00 - 14.00	"
Medium -----	8.00 - 10.00	"
Small -----	4.00 - 8.00	"
Miniature ---	2.00 - 4.00	"

Available in colors as follows: Dark Red, Bright Red, Dark Pink, Light Pink, Coral, Orange and White.

Available bulk packed or in special unusual beautiful red and gold gift box with Hawaiian label at slight additional cost.

Each flower individually suspended; protected by cotton; each stem in an individual water filled container; guaranteed to arrive in fresh picked, fresh packed condition.

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AVAILABLE YEAR ROUND

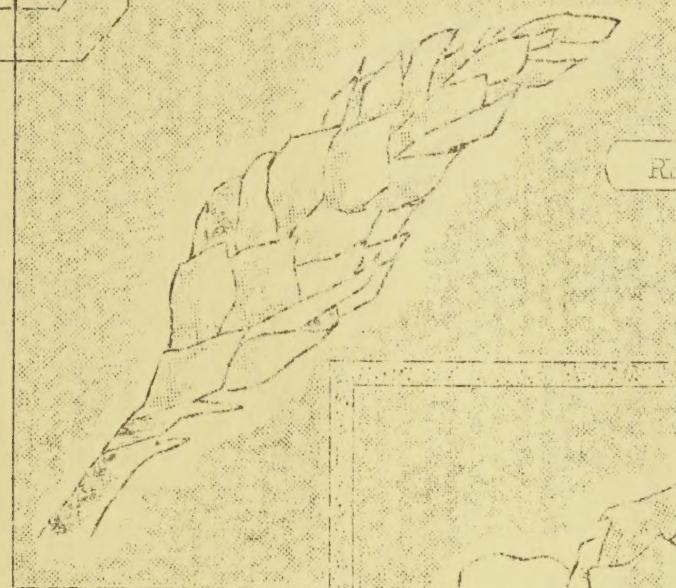
EXOTIC AND DIFFERENT

DRESSES UP LOCAL FLOWERS

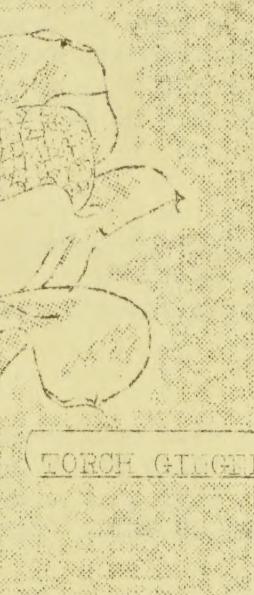
Princess
Aloha.

HAWAIIAN

GINGERS



The Red Ginger is the most stately of the Ginger family. Has a rich red color; bloom ranges from 4" to 10" while stem ranges to 40". Comes complete with own foliage on stem. Retains freshness for about 2 weeks. Prices between \$6 and \$9 per doz.



TORCH GINGER

Torch Ginger is the most striking of the Ginger family. Its unusually large size contributes greatly to its use as a focal point in arrangements.

The heads are shaped between an oval and a round shape and can be displayed either closed or opened, with the petals peeled back. Colors range from pink to red. Price: \$10-\$14 doz.



Shell Ginger is the most delicate of the Ginger family. Its beauty is accentuated by a graceful natural curve of the pink-tipped white

SHELL GINGER blossoms. Effective not only for large displays, but the 30-40 pods in the head are wonderful for corsages.

Stems range to 40", and heads from 6" to 12".

Price: \$6-\$9 dozen.

HERE ARE FLOWERS THAT MAKE PEOPLE STOP AND LOOK. THEY SHOULD BE USED NOT ONLY ON SPECIAL OCCASIONS, BUT TOGETHER WITH YOUR LOCAL FLOWERS TO GIVE YOUR ARRANGEMENTS A DISTINCTIVE LOOK.

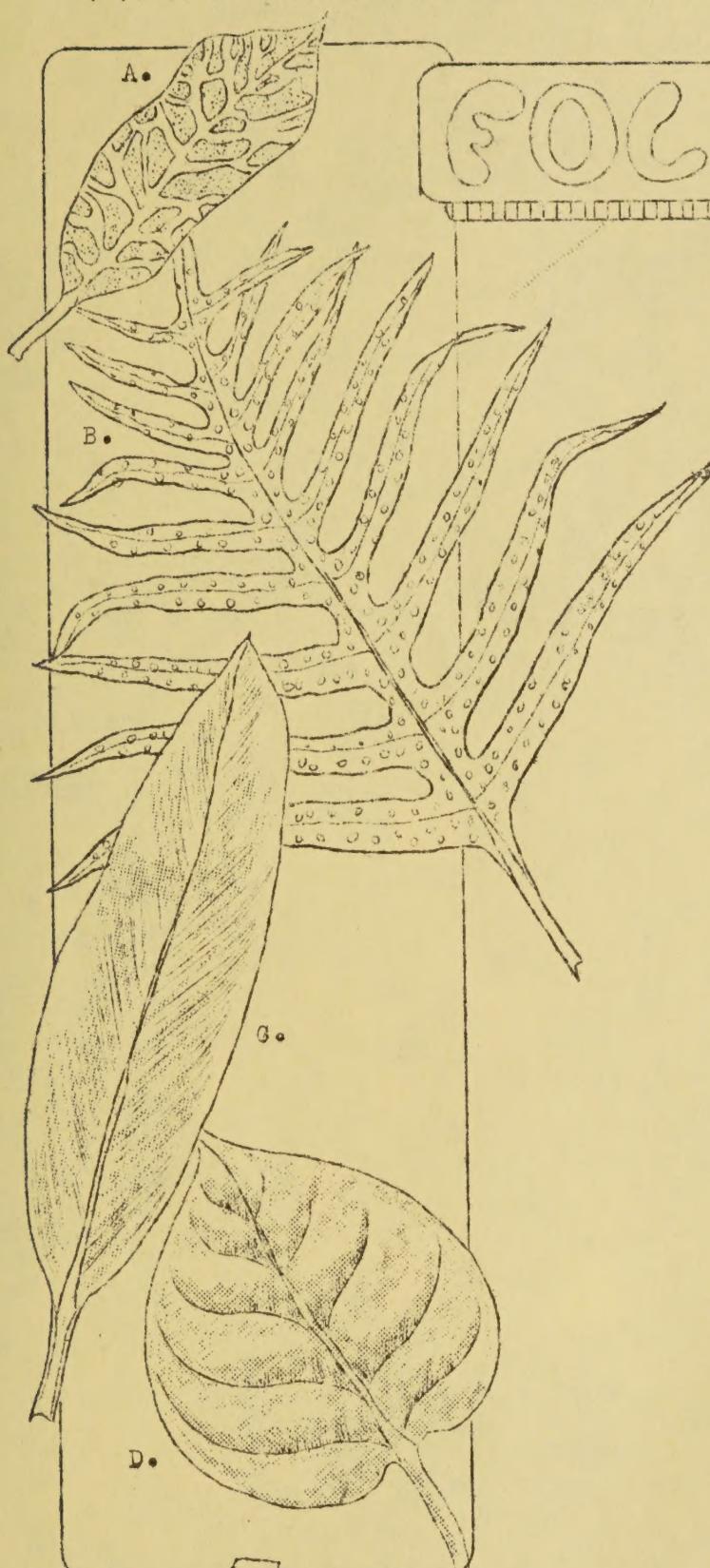
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Princess Aloha

HAWAIIAN



Sketched by Dike

FOLIAGES

A. CROTONGS:

Available in greens, reds, and yellows. Leaves approximate 2-3" in width and 4-8" in length. Vividly colored and long lasting. about 3 $\frac{1}{2}$ ¢

B. STAG HORN FERN:

Lovely large green leaf with small brown freckles. Approximately 20" in size, and long lasting. Excellent for large displays. About 6¢

C. GREEN TI:

Satin green appearance noted for exceptionally long lasting power. Perfect for everyday arrangements in natural form, as well as very good for special arrangements with stems picked, or leaf shredded. Size ranges 10" to 20". About 3 $\frac{1}{2}$ ¢

D. POTHOS:

A long lasting foliage ranging in size from 6" to 9". Colored green with slight variegations. About 3 $\frac{1}{2}$ ¢

E. MONSTERA:

Massive beautiful deep green leaf similar to split philo. Excellent for use where long life is essential for display. About 50-75¢.

F. PICTI:

Rich cream colored variegations featured on a stunning dark green body. Rare and long lasting. About 3¢

G. VARIEGATED AND RED TI:

Similar to "B" above, but leaves have red variegations or solid deep red. About 4¢.

